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OCTOBER 1963

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CURRENT SERIAL RECORDS

**CONSUMER PURCHASES OF**

# **CITRUS**

- **Fruit**
- **Juices**
- **Drinks**

**AND OTHER PRODUCTS**

CPFJ- 147

**U. S. DEPARTMENT OF AGRICULTURE**  
Economic Research Service in Cooperation  
with the Florida Citrus Commission

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,  
DRINKS, AND OTHER PRODUCTS  
OCTOBER 1963

By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

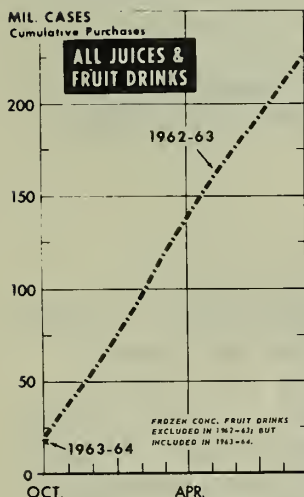
HIGHLIGHTS

In October 1963, household consumers purchased the single-strength equivalent of 17.1 million cases of frozen concentrated juices, canned single-strength juices, chilled orange juice, and canned fruit drinks. This was a decrease of 12 percent or 2.4 million cases from October 1962.

Prices paid for these products were up 21 percent from the preceding October to 5.2 cents per 6-ounce serving. And despite the decline in retail movement, total consumer expenditures were up 7 percent to \$64.1 million.

The reporting of frozen concentrated fruit drinks is initiated this October. Purchases amounted to the equivalent of 700,000 cases of frozen concentrated orange drink and 1.1 million cases of other frozen drinks for which a total of \$4.7 million was spent. Thus, purchases of all products reported totaled 18.8 million cases; expenditures were \$68.8 million. Comparable data are not available for a year earlier. The information on purchases of the frozen drinks was made available to the Department through courtesy of the Florida Citrus Commission.

The decline in consumption from October 1962 resulted from a decrease of 46 percent (4.8 million cases) in use of orange and grapefruit juices. The slow movement of these products stemmed from short supplies as a result of last winter's freezing weather that sharply reduced orange and grapefruit crops, particularly in Florida, the principal-



producing area. Many trees were severely damaged or killed, and 1963-64 supplies of fresh and processed oranges and grapefruit are expected to be below prefreeze levels.

October purchases of frozen concentrated orange juice, the most important of the juice items, were off 52 percent from last October; canned single-strength orange juice, off 39 percent; chilled orange juice, off 25 percent; and canned single-strength grapefruit, off 19 percent.

On the other hand, purchases of competing products increased 26 percent or 2.4 million cases. Use of prune juice increased 11 percent and stronger gains were recorded for other noncitrus single-strength and concentrated juices. The greatest gain--40 percent or 1.3 million cases--was reported for canned single-strength fruit drinks.

Citrus items accounted for most of the increase in the average price of all juices and drinks over October 1962. But even so, consumer expenditures for frozen concentrated orange juice were off 16 percent; canned orange, off 14 percent; and chilled orange juice, off 4 percent. In contrast, expenditures for canned grapefruit juice were up 16 percent and gains of 7 to 57 percent were reported for noncitrus juices and canned fruit drinks.

Not quite as many fresh oranges were bought for home use this October as last, but consumption of fresh grapefruit increased 11 percent. Purchases of canned grapefruit sections and chilled citrus salads and sections were off substantially. More was spent for fresh grapefruit, but expenditures for fresh oranges and processed citrus fruit were down.

#### Changes in Product Coverage

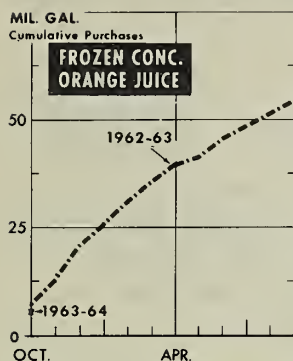
Beginning this October detailed purchase data are not available for some products that were individually reported in the past. These include canned pineapple and tomato juices which hereinafter will be counted in the product group, "Other Canned Single-Strength Juices." Also, information for canned single-strength fruit drinks and chilled citrus salads and sections is available in total only, rather than by individual products as heretofore.

#### FROZEN CONCENTRATED JUICES

##### Only One-Fifth of Families Buy FCOJ

The household market for frozen concentrated orange juice in October, the first month of the 1963-64 reporting year,

was slow compared with a year earlier. Movement, however, was compatible with the low level of supplies remaining in processors' inventories and with the outlook for relatively-low production in 1963-64. <sup>1/</sup> (See tables 1, and 15-18 and figures 7-9.)



The market for competitive products was brisk, but gains in use over a year earlier were not as great as the decline reported for frozen concentrated orange juice. A reduction of one gallon in purchases of frozen orange juice was accompanied by an increase of less than 0.6 gallons in the use of noncitrus items. As a result, total purchases of juices and canned fruit drinks were down about 12 percent from last October. (See table 14.)

October sales of frozen concentrated orange juice were about the same as in the preceding month, but were off 52 percent -- 3.5 million gallons -- from a year earlier. Only 20 percent of the Nation's families bought compared with 31 percent last October. Furthermore, the average size of purchase was down to about 6.1 from 8.3 cans per buying family. That amount was hardly enough to provide 6-ounce servings for a family of 4 every 5 days, whereas, a year earlier the purchase was sufficient to serve the family about every 3 days.

Retail prices, although down moderately from September to 27.7 cents per 6-ounce can, were substantially higher than a year earlier. A 6-ounce serving cost 6.9 cents compared with a little more than 4 cents for most competing products.

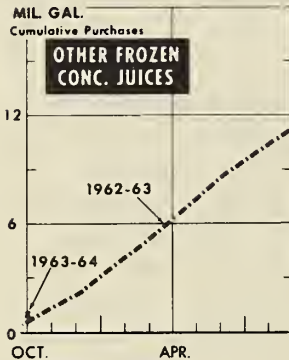
The average buyer allotted \$1.68 for the purchase of the concentrate, less than in the 4 preceding months but considerably more than a year earlier. That gain, however, was not great enough to offset the loss in number of buyers, and as a result, total consumer expenditures were off 16 percent -- \$3.7 million -- from last October. Contrasted to this, expenditures for most competitors increased, with the greatest gain (\$4.4 million) reported for canned fruit drinks.

<sup>1/</sup>Monthly and cumulative purchase and expenditure data for all products are for 28-day periods to facilitate comparisons. Totals by seasons are for 48 weeks. Cases are the equivalent of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for canned grapefruit sections. In computing purchases on a single-strength basis, frozen concentrated juices and fruit drinks were converted at 4 to 1, which is an approximation as some products, particularly drinks, are marketed at higher concentrations. Expenditures are based on prices paid for size of can usually purchased as shown in table 18.

Current purchases of frozen concentrated orange juice were down 14 percent compared with October 1958 when supplies also were short as a result of freezes. Prices were 12 percent higher this October, but because of the decline in sales consumer expenditures were moderately below those of 5-years earlier. (See table 1A.)

### Purchases and Prices of Other Frozen Concentrated Juices Increase

The October market for other frozen concentrated juices such as grape, grapefruit, pineapple, and blends continued strong. Purchases were up rather sharply from the preceding month, and were 38 percent -- 257,000 gallons -- above the October 1962 level. (See table 8.)

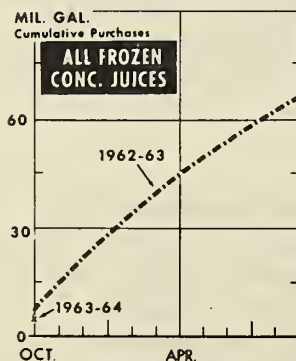


Use of these products has increased substantially since the freeze. This October they accounted for 29 percent of all frozen concentrated juices used in the home, but last October they represented only about a tenth of the concentrate volume. On the average, miscellaneous frozen juices cost 20.7 cents per 6-ounce can -- an advance of 14 percent over a year earlier. The cost of other noncitrus items, however, held about the same.

As both purchases and prices were up from a year earlier, consumer expenditures for miscellaneous frozen juices increased 57 percent, the greatest relative gain reported. The amount spent for these products was about the same as the outlay for chilled orange juice or prune juice.

### Total Sales of Frozen Concentrated Juices Down 44 Percent

Household purchases of frozen concentrated juices in total were down 44 percent from the corresponding month of 1962 as a result of the decline in use of frozen orange juice.

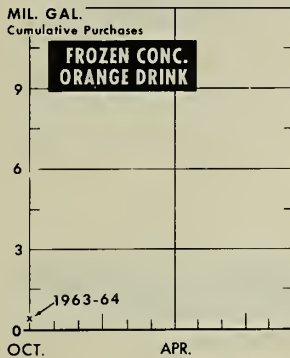


This type of product accounted for about 26 percent of all juices and fruit drinks bought for home use this October. Canned single-strength fruit drinks also represented about a fourth of the market, while canned single-strength juices accounted for 36 percent.

Retail prices of the frozen juices were up substantially to 6.5 cents per 6-ounce serving in contrast to small increases in the cost of canned juices and canned fruit drinks. Expenditures for frozen juices were down from a year earlier, but they accounted for 34 percent of the consumer juice and fruit drink dollar.

## FROZEN CONCENTRATED FRUIT DRINKS

### Frozen Concentrated Orange Drink Reported for First Time

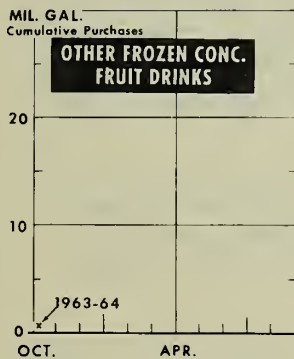


Household consumers bought 580,000 gallons of frozen concentrated orange drink in October, the first month purchases were reported. This represented about 4 percent of the total quantity of juices and fruit drinks bought for use in the home.<sup>2/</sup> Frozen concentrated orange juice, in comparison, had 20 percent of the market. (See tables 7 and 18 and figures 7-9.)

Purchases of frozen orange drink averaged 5.1 cans among the 4.4 percent of the Nation's families that bought. Retail prices averaged 17 cents per 6-ounce can. This was equivalent to 4.2 cents per 6-ounce serving compared with 6.9 cents for frozen concentrated orange juice and 8.9 cents for chilled orange juice.

The average buyer spent 86 cents for frozen orange drink, about half the amount spent for the frozen orange juice. As relatively few families bought, total consumer outlay for frozen orange drink was only about one-tenth of that for frozen orange juice. (See tables 15-17.)

### Other Frozen Concentrated Fruit Drinks Least Expensive Products Reported



Household purchases of other frozen concentrated fruit drinks such as grape, pineapple, lemonade, limeade, and a wide variety of blends amounted to about 924,000 gallons in October, the first month use of these products was reported. They accounted for about 6 percent of the total quantity of all juices and fruit drinks bought by consumers. (See tables 7 and 18 and figures 7 and 9.)

Prices paid for these drinks averaged 13.2 cents per 6-ounce can or approximately 3.3 cents per 6-ounce serving. Prices of competing products ranged from 4.0 to 8.9 cents per serving.

<sup>2/</sup>Frozen concentrated fruit drinks, as frozen concentrated juices, are converted to single-strength equivalent at 4 to 1 even though some of the drinks, particularly those included in the "Other" group, are marketed at higher concentrations. Purchase volumes of such products are not known, however, and the product mix may vary with the season. Because of the inclusion of frozen fruit drinks, data on total purchases of all products and on share of market beginning with October 1963 are not comparable with those published in earlier reports.

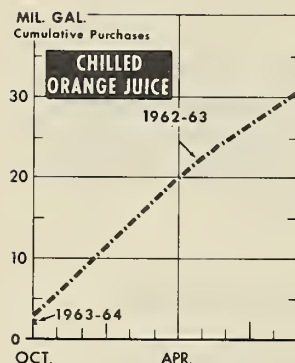
## Total Frozen Concentrated Fruit Drinks Capture 10 Percent of Household Market

In total, consumers bought 1.5 million gallons of frozen concentrated fruit drinks in October. This was equivalent to nearly 10 percent of all juices and fruit drinks bought for use in the home. Prices were relatively low, however, and the amount spent for this type of product represented only 7 percent of the total consumer outlay for fruit juices and beverages. (See table 17.)

### CHILLED JUICES

#### Use of Chilled Orange Juice Slows

Relatively few buyers, a small size of purchase, and high prices characterized the household market for chilled orange juice in October. (See figures 2 and 7-9.)



The volume of purchases was off 25 percent -- 700,000 gallons -- from a year earlier, and was among the lowest reported for the past 3 years. This was a continuation of the downturn that has persisted for several months. Only 5 percent of families bought compared with 6 percent last October. The average size of purchase (3 quarts) was down sharply and was about the smallest reported in recent years.

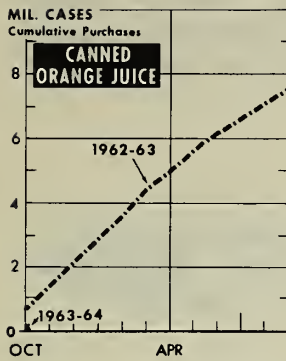
Prices charged by retailers averaged 47.3 cents per quart. While about the same as in the preceding month, prices were 27 percent higher than those of a year earlier. A 6-ounce serving cost 8.9 cents. In comparison, more than half of all juices and drinks bought in October were purchased at a price of 4.2 cents or less per serving. (See tables 15-17.)

The average expenditure per buying family was up 10 percent from last October to \$1.44. Nevertheless, as fewer families bought, total consumer expenditures were down moderately from a year earlier.

### CANNED SINGLE-STRENGTH JUICES

#### Expenditures for Canned Orange Juice on Downtrend

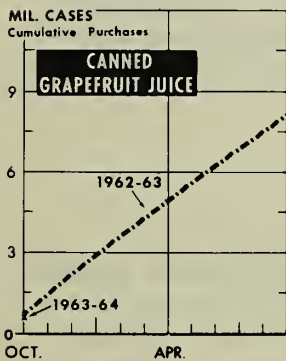
Purchases of canned single-strength orange juice continued to decline this October as supplies remained short. Prices rose to a new high, but the amount consumers spent for the product was about the lowest recorded in this 14-year series. (See figures 3 and 7-9.)



Retail movement was off 39 percent -- 300,000 cases -- from October 1962, and was 47 percent below the 1957-61 average for the month. Consumption averaged only 1.7 cans among the 4.5 percent of families that bought. Both components of sales were well below those of a year earlier.

The uptrend in retail prices continued, bringing the cost to consumers to 50.2 cents per 46-ounce can. And despite the smaller size of purchase, the average buying family expenditure (86 cents) was well above the year-earlier amount. But even so, total consumer outlay was off 14 percent from last October, and was among the lowest recorded for the product. (See tables 15-17.)

### Expenditures for Canned Grapefruit Juices Increase



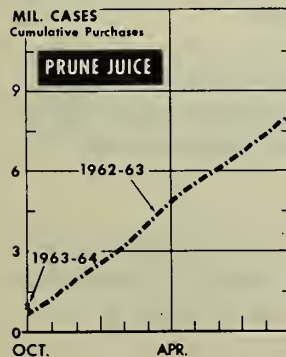
Retail prices of canned grapefruit juice were up substantially from a year earlier. And although purchases were relatively small, consumer expenditures this October were above those of most months in recent years. (See figures 4 and 7-9.)

Consumption amounted to only 2.1 cans among the 4.9 percent of families buying. Both facets of retail movement were low, and sales, consequently, were off 19 percent -- 145,000 cases -- from both a year earlier and the 1957-61 average for the month.

Prices paid for canned grapefruit juice were up 42 percent from a year earlier to 37.9 cents per 46-ounce can. Nonetheless, at 4.9 cents per 6-ounce serving, this, as usual, was the least expensive of the citrus juices.

The average buyer spent 80 cents for grapefruit juice, a third more than last October. But as fewer families bought, total consumer expenditures were up only 15 percent. (See tables 15-17.)

### Prune Juice Sales on Upturn

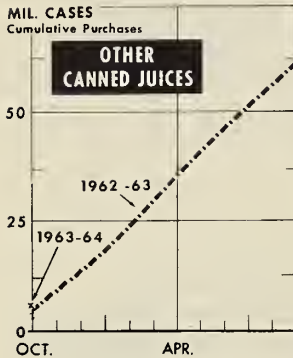


October movement of prune juice was the second highest reported in this series begun in 1949. Expenditures also were heavy even though prices were down to a 5-year low. (See figures 5, and 7-9.)

The volume of purchases was up 11 percent -- 71,000 cases -- from a year earlier to approach the April 1963 high of 749,000 cases. The gain stemmed from an increase in the number of users to 7.3 percent of the Nation's families, amplified by a larger average-size of purchase.

Retail prices continued to ease and at 40.8 cents per quart were 3 percent below the preceding October. Buying family expenditures held at 99 cents, but as more families bought, total expenditures were up 7 percent. (See tables 15-17.)

### Consumption of Other Canned Juices Up 15 Percent

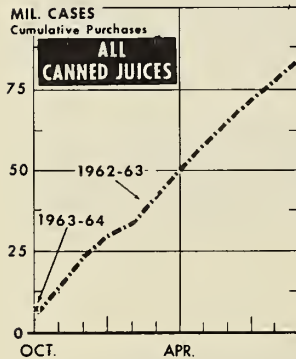


Household purchases of all other canned single-strength juices such as apple, grape, pineapple, tomato, and citrus blends exceeded the year-earlier volume by 15 percent or 650,000 cases. <sup>3/</sup>

Purchases averaged 2.5 cans among the 34 percent of families that bought one or more of the juices included in the product group. Comparable data are not available for a year earlier.

Retail prices were up a little to 30.6 cents per 46-ounce can. Most competitors were more expensive. Since both purchases and prices were up, consumer expenditures were 18 percent greater than in the preceding October. (See tables 8, 15, and 17.)

### Sales of Total Canned Single-Strength Juices Rise Moderately



The total quantity of canned single-strength juices bought for home use in October was 4 percent -- 280,000 cases -- greater than a year earlier, as increases in use of non-citrus items more than offset declines in use of citrus products. (See table 10 and figures 7-9.)

About 41.5 percent of the Nation's families bought canned juices in October, an increase of about 1 percentage point over both a year and 2 years earlier. The average size of purchase (2.8 cans), however, held about the same.

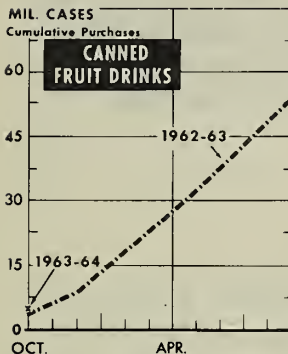
Retail prices were up 7 percent from last October to average 35.6 cents per 46-ounce can. In comparison, price advances of 4 percent were reported for canned fruit drinks and 62 percent for frozen concentrated juices.

Expenditures for canned juices were up moderately to 99 cents per buying family. As the number of buyers also increased, total expenditures were up about 12 percent or \$2.4 million. (See tables 15-17.)

<sup>3/</sup>Beginning this October individual data are not available for pineapple and tomato juices as heretofore. As a result of the inclusion of these 2 products in "Other Canned Juices," data herein reported for this group of products is not comparable with that published through September 1963.

## CANNED SINGLE-STRENGTH FRUIT DRINKS

### Canned Fruit Drinks Found in 24 Percent of Homes



Household use of canned fruit drinks such as apple, grape, orange, and pineapple-grapefruit, along with a host of other flavors was in October by far the heaviest yet reported for the cooler months of the year.<sup>4/</sup> Further, sales exceeded those even in the hottest months of 1962 and prior years. Use of these products has increased sharply since supplies of citrus juices became short. (See tables 11 and 14 and figures 7-9.)

Consumption in the current month was up 40 percent or 1.3 million cases compared with last October. This type of product accounted for one-fourth of all juices and fruit drinks that were used in the home.

The gain in movement was generated by an increase in the number of buyers from 19 to 24 percent of the Nation's families, augmented by a larger average-size of purchase. Canned fruit drinks again in October continued to be found in more homes than frozen concentrated orange juice.

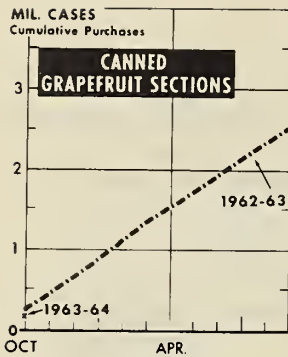
Expenditures for canned fruit drinks rose from 92 cents per buying family last October to \$1.06 this October. And, with more families buying, total consumer expenditures were up 46 percent or \$4.4 million. Most of these gains resulted from increased use, since the rise in price (30.7 to 32.0 cents per 46-ounce can) was relatively small. (See tables 15-17.)

## CANNED AND CHILLED CITRUS SALADS AND SECTIONS

### Use of Canned Grapefruit Sections on Downtrend

Canned grapefruit sections were scarce in October and prices were high. Retail movement continued slow with purchases off contraseasonally from September to about the lowest level reported in this 7-year series. (See figures 6-9.)

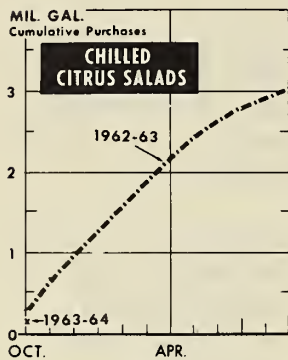
<sup>4/</sup>Beginning with October 1963 the detail of purchases of orange drink and pineapple-grapefruit drink is not available as heretofore. Data on total purchases remain comparable.



October sales were down 36 percent (100,000 cases) compared with last October. This was a result of a decline in the number of buyers to only 3.2 percent of the Nation's families, along with a decrease in the average size of purchase.

Prices were up 0.9 cent from September and 6.9 cents from a year earlier to a new high of 27 cents per No. 303 can. Although the average expenditure per buying family (83.0 cents) was up rather sharply, total expenditures as a result of fewer buyers were off 14 percent from last October. (See tables 15-17.)

### Sales of Chilled Citrus Salads Down

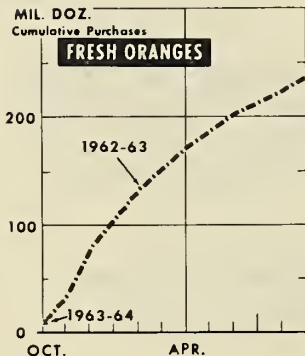


Supplies of chilled citrus salads and sections also were short, and retail sales were down 38 percent (117,000 gallons) from October 1962.<sup>5/</sup> The decline was a result of fewer buyers -- only 1 percent or half as many families bought this October as last. The average size of purchase, however, was a little larger.

Prices of citrus salads averaged 77.9 cents per quart, up from 63 cents. As for canned grapefruit sections, the expenditure per buying family (\$1.07) was greater than last October, but total expenditures were off 23 percent as fewer families bought. (See tables 9, 16, and 17.)

### FRESH CITRUS FRUIT

#### Movement of Oranges Holds at Year-Earlier Level



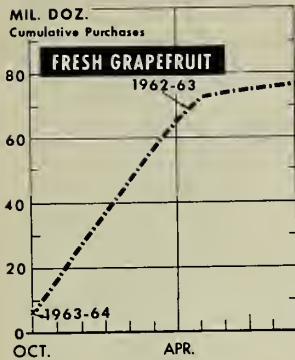
Retail sales and consumer expenditures for fresh oranges in October were about the same as in the corresponding month of 1962. (See table 12, and figures 7-9.)

October purchases totaled 12.7 million dozen. The size of purchase averaged 18 oranges among the 15 percent of families buying. In comparison, 20 percent of families bought frozen concentrated orange juice.

Retail prices, although up 4 cents from September to 62.3 cents, were almost unchanged from a year earlier. The average buying family spent 92 cents for fresh oranges or a little more than half the amount spent for frozen concentrated orange juice. (See tables 16 and 17.)

<sup>5/</sup>Detail of purchases of chilled citrus salads and sections by type of product will not be obtained in 1963-64 as in the preceding season. Information on total purchases continues to be comparable.

## Grapefruit Prices, Sales, and Expenditures Up

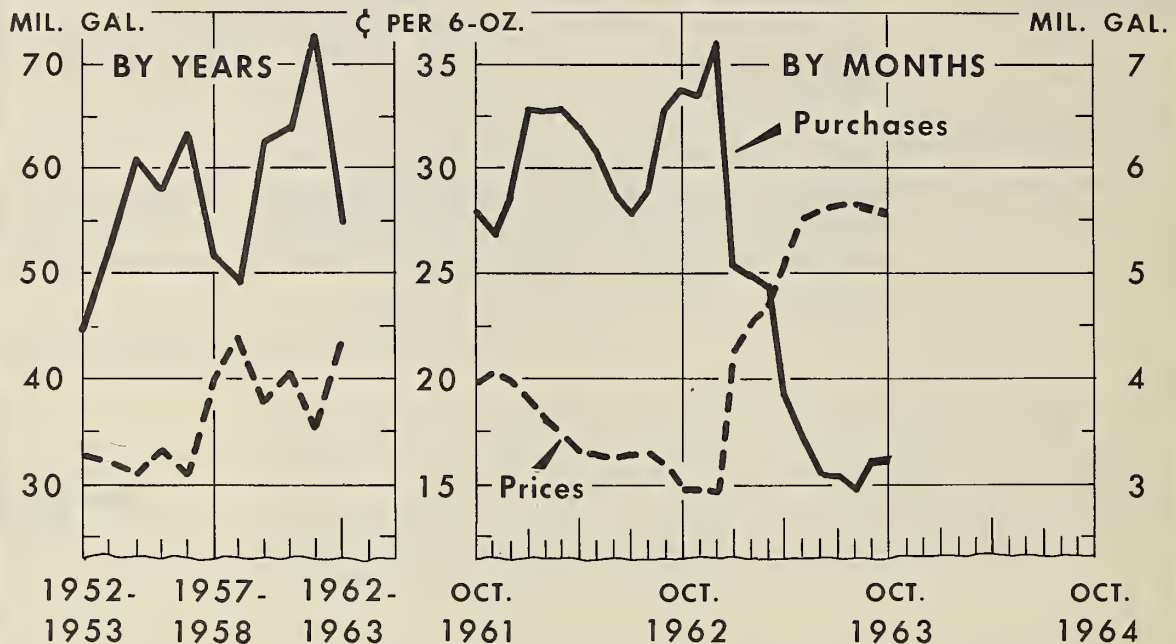


Retail sales of fresh grapefruit were 11 percent above the October 1962 volume. The gain was a result of an increase in the number of buyers to about 19 percent of the Nation's families, as the average size of purchase (7.2 grapefruit) was slightly smaller. (See table 13, and figures 7-9.)

Retail prices advanced 22 percent over the preceding October to reach \$1.17 cents per dozen. The average expenditure per buying family rose from 60 to 70 cents and total consumer expenditures were up 34 percent or \$1.9 million. (See tables 16 and 17.)

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000	1,000	1,000	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	6,719	3,238	31.5	20.5	50.0	36.4	19.7	15.9	27.7
Nov.	4,970	6,669		31.3		49.8		19.9	15.9	
Dec.	4,996	7,215		32.7		51.5		19.6	15.7	
Oct.-Dec.	15,077	20,603		---		---		---	---	
Jan.	5,312	5,066		28.2		41.9		19.6	21.3	
Feb.	5,207	4,983		28.5		40.7		19.6	22.6	
Mar.	5,172	4,855		28.2		40.2		19.6	23.2	
Jan.-Mar.	15,691	14,904		---		---		---	---	
Apr.	5,147	3,801		23.2		38.1		19.3	25.4	
May	4,941	3,393		21.7		36.3		19.3	27.5	
June	4,740	3,069		19.2		37.1		19.5	27.8	
Apr.-June	14,828	10,263		---		---		---	---	
July	4,601	3,049		19.3		36.6		19.6	28.1	
Aug.	4,580	2,931		18.8		36.1		19.8	28.2	
Sept.	5,111	3,222		20.2		36.9		19.6	28.0	
July-Sept.	14,292	9,202		---		---		---	---	
Season	59,888	54,972		---		---		19.6	21.7	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 1A.--FROZEN CONCENTRATED ORANGE JUICE IN FREEZE AND RECOVERY YEARS: Consumer purchases and expenditures, percentage of families buying, and average prices paid, October 1962 to date with comparisons 1/

Period 2/	Total purchases			Proportion of families buying			Purchases per buying family			Prices paid per 6-ounce can			Per buying family			Expenditures All families		
	1957- : 1962- : Change	1958 : 1963 : Change	1957- : 1962- : Difference	1957- : 1962- : Difference	1958 : 1963 : Difference	1957- : 1962- : Difference	1957- : 1962- : Difference	1958 : 1963 : Difference	1957- : 1962- : Difference	1958 : 1963 : Difference	1957- : 1962- : Difference	1958 : 1963 : Difference	1957- : 1962- : Difference	1958 : 1963 : Difference	1957- : 1962- : Difference	1957- : 1962- : Difference	1958 : 1963 : Difference	1957- : 1962- : Difference
	1,000 : gals.	1,000 : gals.	Pct.	Pct.	Pct.	Pct.	Pct.	Pct.	Oz.	Oz.	Cents	Cents	Pct.	Dol.	Dol.	1,000 : dols.	1,000 : dols.	Pct.
October	5,851	6,719	+14.8	30.9	31.5	+ .6	49	50	42	42	15.2	15.9	+4.6	1.24	1.32	18,973	22,790	+20.1
November	5,770	6,669	+15.6	31.2	31.3	+ .1	46	50	41	41	15.4	15.9	+3.2	1.18	1.32	18,956	22,621	+19.3
December	5,288	7,215	+36.4	29.3	32.7	+3.4	45	52	40	40	15.9	15.7	-1.3	1.19	1.35	17,937	24,165	+34.7
January	4,626	5,066	+9.5	27.9	28.2	+ .3	42	42	42	42	18.9	21.3	+12.7	1.34	1.49	18,652	23,020	+23.4
February	4,423	4,983	+12.7	28.0	28.5	+ .5	41	41	41	41	20.3	22.6	+11.3	1.38	1.53	19,154	24,024	+25.4
March	4,360	4,855	+11.4	26.7	28.2	+1.5	41	40	41	40	21.2	23.2	+9.4	1.45	1.55	19,719	24,029	+21.9
April	3,992	3,801	-4.8	25.2	23.2	-2.0	40	38	40	38	22.2	25.4	+14.4	1.47	1.61	18,906	20,596	+8.9
May	3,915	3,393	-13.3	24.2	21.7	-2.5	42	36	42	36	22.5	27.5	+22.2	1.56	1.66	18,792	19,905	+5.9
June	3,320	3,069	-7.6	23.5	19.2	-4.3	35	37	35	37	23.9	27.8	+16.3	1.41	1.72	16,927	18,201	+7.5
July	3,284	3,049	-7.2	22.9	19.3	-3.6	36	37	36	37	24.2	28.1	+16.1	1.46	1.71	16,954	18,277	+7.8
August	3,267	2,931	-10.3	23.0	18.8	-4.2	36	36	36	36	24.6	28.2	+14.6	1.46	1.70	17,145	17,633	+2.8
September	3,490	3,222	-7.7	24.0	20.2	-3.8	36	37	36	37	24.7	28.0	+13.4	1.50	1.72	18,390	19,246	+4.7
Season 3/	51,586	54,972	+6.6	---	---	---	--	--	--	--	20.0	21.7	+8.5	---	---	220,505	254,507	+15.4
October	1958- : 1963- : 1959 : 1964 : 3,743 : 3,238	1958- : 1963- : 1959 : 1964 : 3,238	-13.5	1958- : 1963- : 1959 : 1964 : 24.4	1958- : 1963- : 1959 : 1964 : 20.5	-3.9	38	36	38	36	24.8	27.7	+11.7	1.58	1.68	1958- : 1963- : 1959 : 1964 : 19,803	19,134	-3.4
November	3,646	3,276	-10.1	24.1	22.4	-1.7	37	37	37	37	25.0	25.5	---	1.56	1.58	19,445	17,821	-8.6
December	3,276	3,276	0.0	22.4	22.4	0.0	37	37	37	37	25.5	25.5	---	1.58	1.58	17,821	17,821	0.0
January	4,364	4,364	0.0	25.8	25.8	0.0	41	41	41	41	22.0	22.0	---	1.51	1.51	20,481	20,481	0.0
February	4,436	4,436	0.0	26.2	26.2	0.0	42	42	42	42	20.5	20.5	---	1.42	1.42	19,400	19,400	0.0
March	4,367	4,367	0.0	26.1	26.1	0.0	42	42	42	42	20.3	20.3	---	1.42	1.42	18,912	18,912	0.0
April	4,448	4,448	0.0	25.8	25.8	0.0	43	43	43	43	20.2	20.2	---	1.45	1.45	19,168	19,168	0.0
May	4,131	4,131	0.0	24.8	24.8	0.0	41	41	41	41	20.7	20.7	---	1.42	1.42	18,242	18,242	0.0
June	4,066	4,066	0.0	25.9	25.9	0.0	40	40	40	40	21.3	21.3	---	1.41	1.41	18,476	18,476	0.0
July	4,018	4,018	0.0	24.5	24.5	0.0	40	40	40	40	22.0	22.0	---	1.46	1.46	18,858	18,858	0.0
August	3,971	3,971	0.0	24.5	24.5	0.0	41	41	41	41	22.3	22.3	---	1.53	1.53	18,891	18,891	0.0
September	4,509	4,509	0.0	26.9	26.9	0.0	42	42	42	42	22.1	22.1	---	1.55	1.55	21,258	21,258	0.0
Season 3/	48,975	48,975	0.0	---	---	---	--	--	--	--	22.1	22.1	---	---	---	230,755	230,755	0.0

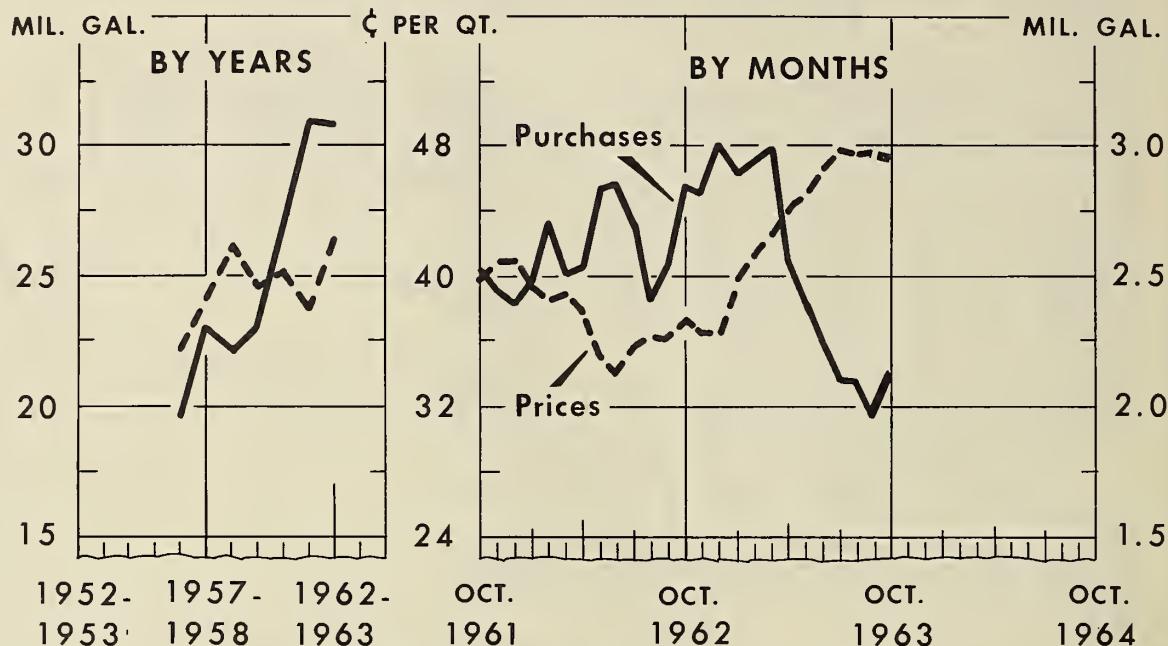
1/ Freezes occurred in December 1957 and December 1962. Tree and fruit losses in 1962 were the greatest for many years.

2/ Data are for 4-week periods to facilitate comparisons.

3/ 48-week periods.

# CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ERS 2538

ECONOMIC RESEARCH SERVICE

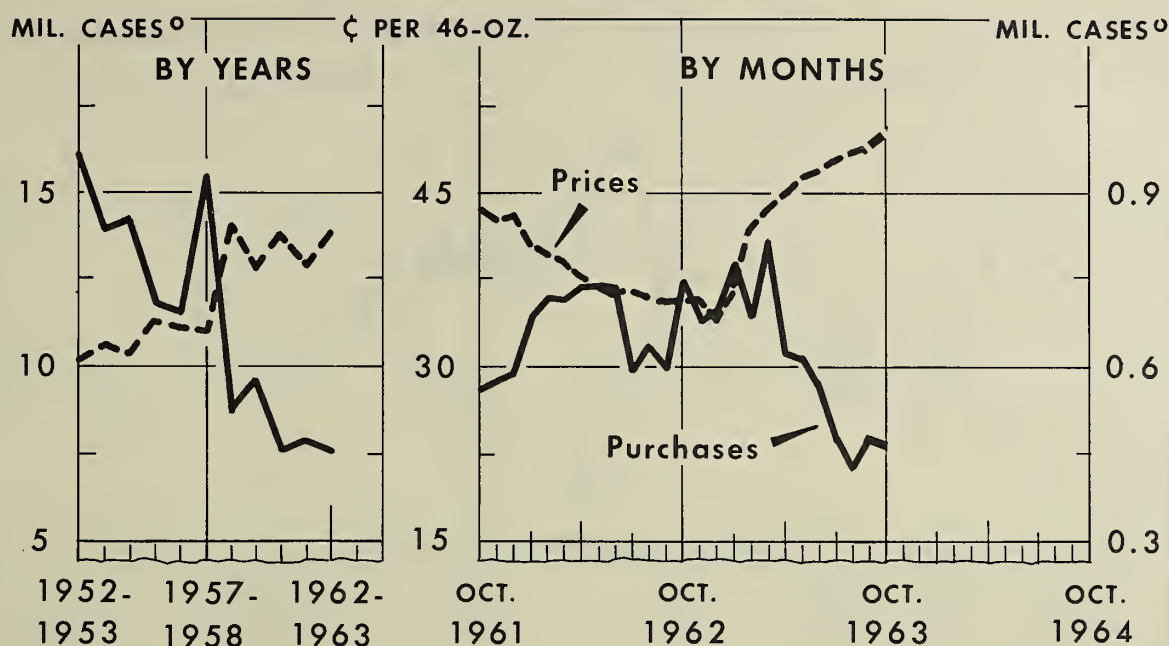
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,849	2,144	6.0	5.1	111.7	97.5	39.7	37.1	47.3
Nov.	2,017	2,811		6.2		106.7		40.2	36.4	
Dec.	1,911	3,002		6.3		111.4		40.0	36.3	
Oct.-Dec.	5,878	8,662		---		---		---	---	
Jan.	2,098	2,884		6.4		105.4		39.1	39.8	
Feb.	2,288	2,948		6.5		105.1		38.7	41.6	
Mar.	2,267	2,997		6.4		109.3		39.6	42.4	
Jan.-Mar.	6,653	8,829		---		---		---	---	
Apr.	2,239	2,555		5.6		106.5		39.3	44.1	
May	2,339	2,393		5.5		100.4		38.7	44.9	
June	2,291	2,249		5.4		96.6		38.3	46.6	
Apr.-June	6,869	7,197		---		---		---	---	
July	2,064	2,099		5.1		94.2		39.1	47.7	
Aug.	1,901	2,094		4.9		98.4		39.6	47.4	
Sept.	1,974	1,951		4.6		98.8		39.6	47.5	
July-Sept.	5,939	6,144		---		---		---	---	
Season	25,339	30,832		---		---		39.3	42.1	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

# CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

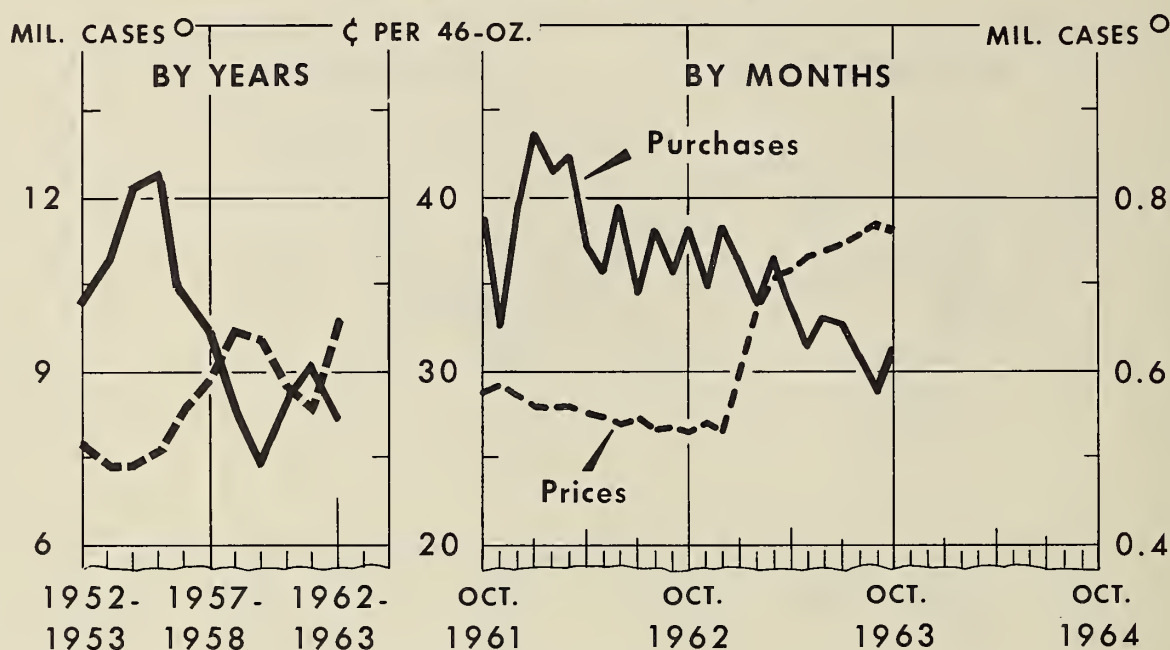
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	749	455	6.3	4.5	94.3	78.5	37.8	35.5	50.2
Nov.	808	677		5.9		90.5		37.7	35.8	
Dec.	754	699		6.0		92.3		38.1	34.0	
Oct.-Dec.	2,414	2,125		---		---		---	---	
Jan.	892	779		6.6		93.2		37.0	36.5	
Feb.	909	680		6.7		80.3		37.5	41.8	
Mar.	915	823		6.9		93.8		37.5	43.5	
Jan.-Mar.	2,716	2,282		---		---		---	---	
Apr.	881	618		5.7		84.6		37.8	44.9	
May	838	611		5.3		90.4		37.9	46.4	
June	806	564		5.1		86.4		37.7	46.8	
Apr.-June	2,525	1,793		---		---		---	---	
July	764	467		4.7		77.1		38.5	47.7	
Aug.	708	421		4.2		78.9		39.0	48.5	
Sept.	709	474		4.6		80.7		39.9	48.9	
July-Sept.	2,181	1,362		---		---		---	---	
Season	9,836	7,562		---		---		38.0	41.7	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.  $\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

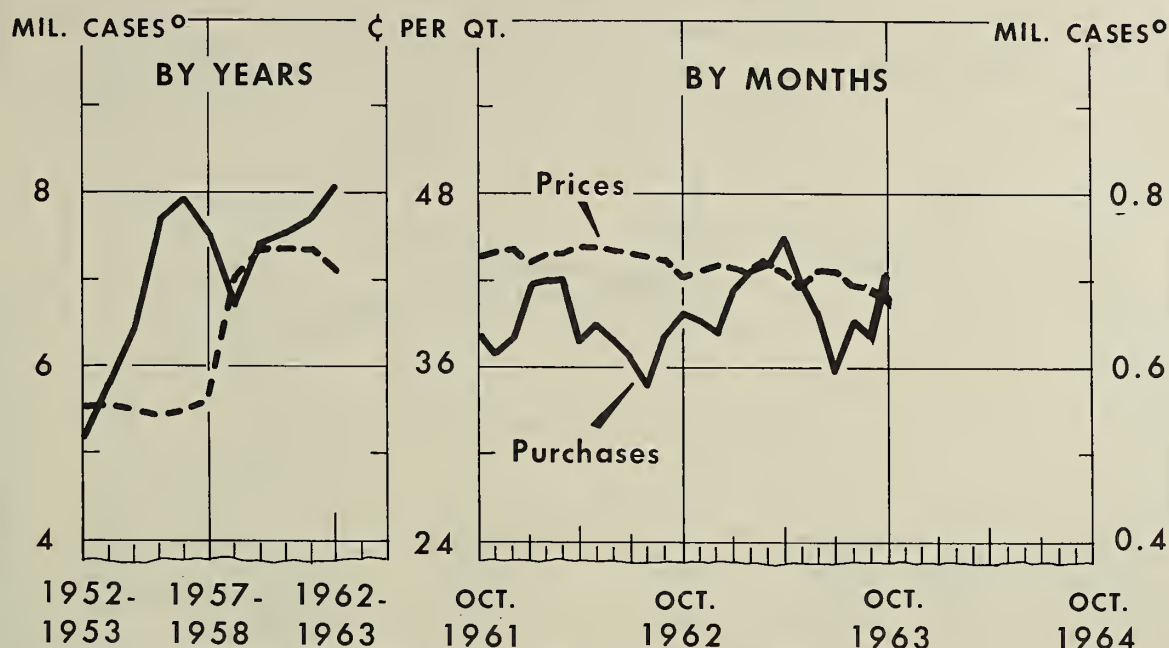
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	Average : 1957-61	1962-1963	1963-1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	765	620	5.8	4.9	104.4	97.2	30.3	26.6	37.9
Nov.	683	697		5.4		102.6		30.7	27.0	
Dec.	643	765		5.4		111.0		30.4	26.4	
Oct.-Dec.	2,098	2,227		---		---		---	---	
Jan.	755	726		5.8		98.3		30.1	29.6	
Feb.	715	674		5.7		93.0		30.4	33.5	
Mar.	738	728		5.9		97.8		30.1	35.3	
Jan.-Mar.	2,208	2,128		---		---		---	---	
Apr.	793	668		5.2		99.9		29.1	35.7	
May	781	621		5.0		97.8		28.9	36.5	
June	714	659		5.4		95.6		29.2	36.7	
Apr.-June	2,288	1,948		---		---		---	---	
July	632	652		5.1		99.6		30.3	37.1	
Aug.	683	606		4.5		103.8		29.9	37.7	
Sept.	663	568		4.8		92.9		30.3	38.5	
July-Sept.	1,978	1,826		---		---		---	---	
Season	8,572	8,129		---		---		30.0	33.1	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans...432 ounces per case.

# PRUNE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541

ECONOMIC RESEARCH SERVICE

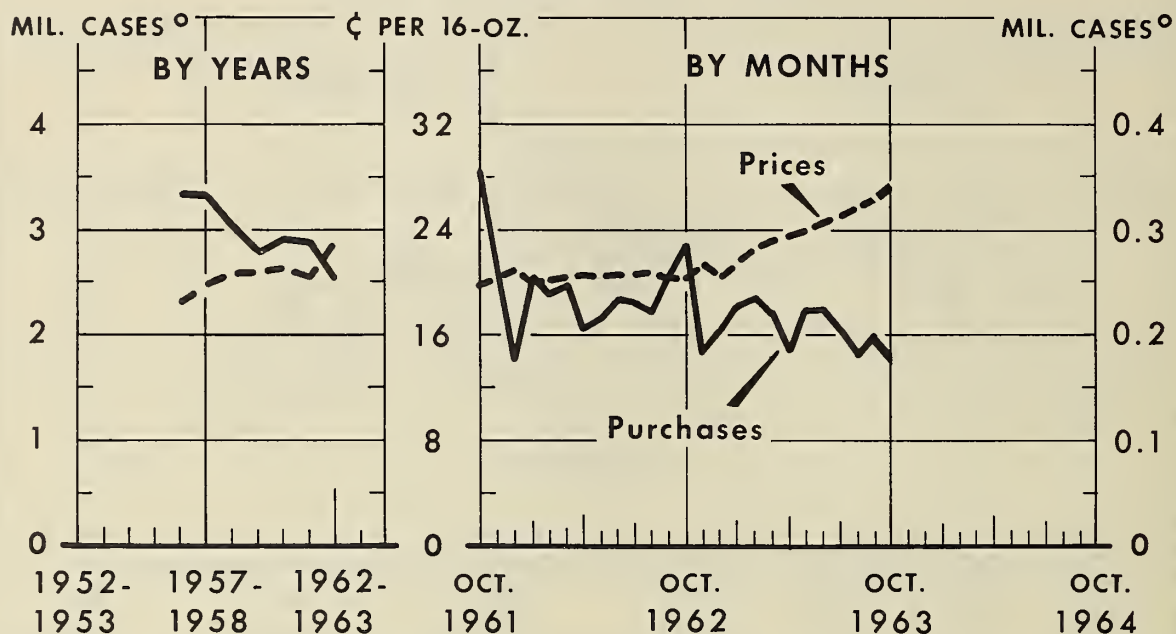
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	660	731	6.9	7.3	75.6	77.6	39.9	42.1	40.8
Nov.	598	652		6.9		74.6		40.5	42.5	
Dec.	599	636		6.3		79.7		40.8	42.8	
Oct.-Dec.	1,829	1,948		---		---		---	---	
Jan.	652	693		7.1		76.8		40.9	42.7	
Feb.	653	716		7.7		73.6		41.4	42.4	
Mar.	654	719		7.8		72.6		41.5	43.2	
Jan.-Mar.	1,959	2,128		---		---		---	---	
Apr.	602	749		8.1		72.8		41.7	42.3	
May	607	700		7.4		74.1		41.8	41.2	
June	600	659		7.1		72.3		41.7	42.4	
Apr.-June	1,809	2,108		---		---		---	---	
July	571	594		6.3		73.1		41.7	42.3	
Aug.	569	651		6.8		74.3		41.6	41.6	
Sept.	602	632		6.6		74.5		41.7	41.4	
July-Sept.	1,742	1,877		---		---		---	---	
Season	7,339	8,061		---		---		41.3	42.2	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

° EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	1962- : 1963	1963- : 1964	Average : 1957-61	1962- : 1963	1963- : 1964
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	285	183	4.5	3.2	55.0	49.4	20.0	20.1	27.0
Nov.	249	182		3.3		49.0		20.3	21.2	
Dec.	192	201		3.3		54.1		20.5	20.3	
Oct.-Dec.	752	668		---		---		---	---	
Jan.	245	228		3.8		52.4		20.2	21.3	
Feb.	239	233		3.8		53.0		20.2	22.5	
Mar.	225	219		3.9		48.4		20.4	22.9	
Jan.-Mar.	709	680		---		---		---	---	
Apr.	227	182		3.4		47.1		20.3	23.3	
May	233	223		3.9		49.2		20.4	23.8	
June	255	223		3.9		50.7		20.5	24.5	
Apr.-June	715	628		---		---		---	---	
July	264	204		3.4		51.4		20.7	24.7	
Aug.	253	179		3.1		50.7		20.4	25.6	
Sept.	284	200		3.3		52.6		20.4	26.1	
July-Sept.	801	583		---		---		---	---	
Season	2,977	2,559		---		---		20.4	22.9	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--FROZEN CONCENTRATED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date

Period 1/	Orange						Other						Total					
	:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:			:Proportion:Purchases:Prices paid:		
	Total : of : per	purchases: families : buying	: 6-ounce : can	Total : of : per	purchases: families : buying	: 6-ounce : can	Total : of : per	purchases: families : buying	: 6-ounce : can	Total : of : per	purchases: families : buying	: 6-ounce : can	Total : of : per	purchases: families : buying	: 6-ounce : can	Total : of : per	purchases: families : buying	: 6-ounce : can
	1,000 gals.	Percent	Ounces	1,000 gals.	Percent	Ounces	1,000 gals.	Percent	Ounces	1,000 gals.	Percent	Ounces	1,000 gals.	Percent	Ounces	1,000 gals.	Percent	Ounces
October	580	4.4	30.4	17.0	---	924	---	---	13.2	---	---	---	---	---	---	---	---	---
November																		
December																		
Oct.-Dec.																		
January																		
February																		
March																		
Jan.-Mar.																		
April																		
May																		
June																		
Apr.-June																		
July																		
August																		
September																		
July-Sept.																		
Season																		

1/ Data are for 28-day (4-week) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 8.--OTHER FROZEN CONCENTRATED AND CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date

Period 1/	Other frozen concentrated juices 2/				Other canned single-strength juices 3/					
	Purchases		Prices paid per 6-ounce can		Purchases		Proportion of families buying	Purchases per buying family	Prices paid per 46-ounce can	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1963-1964	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Cents	Cents	1,000 cases	1,000 cases	Percent	Ounces	Cents	Cents
Oct.	675	932	18.2	20.7	4,391	5,041	34.3	114.1	29.8	30.6
Nov.	643		18.2		4,535				29.9	
Dec.	676		17.9		4,247				30.3	
Oct.-Dec.	1,994				13,173					
Jan.	1,027		18.2		5,340				29.8	
Feb.	1,082		19.0		5,867				29.8	
Mar.	1,106		19.1		6,242				30.0	
Jan.-Mar.	3,215				17,449					
Apr.	1,161		19.2		5,605				30.5	
May	1,208		19.4		5,510				30.2	
June	975		20.3		5,171				30.8	
Apr.-June	3,344				16,286					
July	903		20.3		4,720				31.4	
Aug.	872		20.6		4,740				31.5	
Sept.	822		21.0		4,748				31.7	
July-Sept.	2,597				14,208					
Season	11,150		19.3		61,116				30.5	

Table 9.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 4/

Period 1/	Purchases		Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar	
	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964
	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	311	194	1.8	1.0	42.1	43.9	63.0	77.9
Nov.	394		2.0		47.0		61.6	
Dec.	326		1.7		45.2		62.4	
Oct.-Dec.	1,031							
Jan.	295		1.7		42.4		64.8	
Feb.	298		1.6		45.4		70.2	
Mar.	286		1.6		42.5		72.5	
Jan.-Mar.	879							
Apr.	284		1.4		47.2		75.0	
May	258		1.4		43.2		76.8	
June	180		1.0		44.1		77.5	
Apr.-June	722							
July	144		0.9		37.2		80.7	
Aug.	134		0.7		44.9		82.6	
Sept.	119		0.6		45.5		82.5	
July-Sept.	397							
Season	3,029						70.2	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.  
 2/ Includes citrus blends and concentrates other than orange. 3/ Includes citrus blends and canned juices other than orange, grapefruit, and prune. 4/ These estimates, like all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying estimates for chilled salads particularly should be used with caution.  
 Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 10.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1957-61	1963	1964	1963	1964	1963	1964	1957-61	1963	1964
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,565	6,847	40.7	41.5	127	128.2	---	33.2	35.6
Nov.	6,495	6,561		42.1		123		---	33.3	
Dec.	6,152	6,347		41.2		122		---	33.4	
Oct.-Dec.	19,379	19,473		---		---		---	---	
Jan.	6,931	7,538		45.5		130		---	33.4	
Feb.	6,940	7,937		47.1		133		---	34.0	
Mar.	7,015	8,512		47.9		140		---	34.5	
Jan.-Mar.	20,886	23,987		---		---		---	---	
Apr.	6,875	7,640		45.7		131		---	35.1	
May	6,817	7,442		44.9		130		---	34.8	
June	6,454	7,053		43.6		127		---	35.4	
Apr.-June	20,146	22,135		---		---		---	---	
July	6,013	6,433		41.7		120		---	35.9	
Aug.	5,892	6,418		40.3		124		---	36.1	
Sept.	5,995	6,422		39.7		126		---	36.3	
July-Sept.	17,900	19,273		---		---		---	---	
Season	78,311	84,868		---		---		---	34.6	

Table 11.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average	1962-	1963-	1962-	1963-	1962-	1963-	Average	1962-	1963-
	1959-61	1963	1964	1963	1964	1963	1964	1959-61	1963	1964
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	3,304	4,630	18.9	23.6	138	152.2	32.0	30.7	32.0
Nov.	2,577	2,905		17.5		131		32.8	31.7	
Dec.	2,635	2,859		17.4		130		32.3	31.8	
Oct.-Dec.	8,070	9,068		---		---		---	---	
Jan.	3,235	4,176		22.2		148		31.8	30.4	
Feb.	3,362	4,594		23.9		151		31.9	30.9	
Mar.	3,408	4,703		25.5		145		31.7	30.9	
Jan.-Mar.	10,005	13,473		---		---		---	---	
Apr.	3,558	5,075		26.4		151		31.7	30.9	
May	3,758	5,169		26.5		153		31.7	31.0	
June	4,027	5,035		26.4		149		31.3	31.3	
Apr.-June	11,343	15,279		---		---		---	---	
July	4,007	5,600		28.0		156		30.8	31.1	
Aug.	3,486	5,241		26.2		156		31.1	31.5	
Sept.	3,233	4,509		23.5		150		31.5	32.1	
July-Sept.	10,726	15,350		---		---		---	---	
Season	40,144	53,170		---		---		31.7	31.2	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.

Table 12.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <u>1/</u>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	22,954	12,888	12,673	15.3	15.4	18.4	17.8	52.6	62.4	62.3
Nov.	33,469	24,791		27.9		19.5		45.2	48.6	
Dec.	48,925	42,444		41.5		22.4		43.4	49.4	
Oct.-Dec.	105,348	80,123								
Jan.	48,506	27,332		31.8		18.8		45.9	67.3	
Feb.	48,592	25,296		29.5		18.7		49.6	72.9	
Mar.	42,941	20,699		25.6		17.7		51.8	74.6	
Jan.-Mar.	140,039	73,327								
Apr.	35,817	18,016		22.5		17.5		53.7	77.4	
May	29,927	16,790		20.8		17.6		51.3	75.3	
June	21,441	13,997		17.4		17.5		54.2	68.6	
Apr.-June	87,185	48,803								
July	14,214	12,232		14.3		18.5		54.6	61.0	
Aug.	11,182	10,091		11.7		18.7		56.5	61.8	
Sept.	12,916	11,491		13.5		18.5		54.1	58.3	
July-Sept.	38,312	33,814								
Season	370,884	236,067						49.7	63.5	

Table 13.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period <u>1/</u>	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1959-1960	1962-1963	1963-1964	1962-1963	1963-1964	1962-1963	1963-1964	1959-1960	1962-1963	1963-1964
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	7,632	5,796	6,410	17.1	19.2	7.4	7.2	93.0	96.5	117.3
Nov.	10,234	10,570		24.7		9.4		86.1	87.4	
Dec.	11,023	11,349		23.7		10.5		83.4	88.4	
Oct.-Dec.	28,889	27,715								
Jan.	13,533	9,217		21.2		9.5		83.9	106.2	
Feb.	14,486	10,191		22.6		9.9		82.6	106.8	
Mar.	14,106	9,963		21.8		10.0		85.2	108.6	
Jan.-Mar.	42,125	29,371								
Apr.	11,086	8,933		19.4		10.0		94.1	115.6	
May	6,769	5,946		15.0		8.6		107.3	133.2	
June	3,422	2,663		8.7		6.7		116.3	163.5	
Apr.-June	21,277	17,542								
July	1,669	765		3.2		5.3		119.4	167.4	
Aug.	1,221	466		2.2		4.7		126.8	166.2	
Sept.	1,156	836		3.9		4.6		129.7	136.9	
July-Sept.	4,046	2,067								
Season	96,337	76,695						90.5	107.1	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 14.--Total consumer purchases of orange and grapefruit juices, other juices, and fruit drinks, equivalent single-strength basis, October 1961 to date

Period 2/	Orange and grapefruit juices 3/		Other juices 4/		Canned single- strength fruit drinks		Total juices and canned single-strength fruit drinks		Frozen concentrated: fruit drinks		Total all products 1963-64
	1961-62 : cases	1962-63 : cases	1961-62 : cases	1962-63 : cases	1961-62 : cases	1962-63 : cases	1961-62 : cases	1962-63 : cases	1963-64 : cases		
Monthly	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
October	8,934	10,320	5,547	6,020	5,851	3,101	3,304	18,055	19,475	17,053	18,835
November	8,276	10,110		5,696	5,949	2,736	2,905	16,708	18,964		
December	8,877	10,903		5,825	5,684	2,702	2,859	17,404	19,446		
Oct.-Dec.	26,087	31,333		17,541	17,484	8,539	9,068	52,167	57,885		
January	10,105	8,363		6,302	7,250	3,523	4,176	19,930	19,789		
February	10,146	8,132		6,246	7,865	3,505	4,594	19,897	20,591		
March	10,109	8,192		6,350	8,272	3,601	4,703	20,060	21,167		
Jan.-March	30,360	24,687		18,898	23,387	10,629	13,473	59,887	61,547		
April	9,766	6,547		6,073	7,730	3,708	5,075	19,547	19,352		
May	9,539	5,962		6,172	7,641	4,000	5,169	19,711	18,772		
June	9,214	5,526		5,684	6,985	4,023	5,035	18,921	17,546		
Apr.-June	28,519	18,035		17,929	22,356	11,731	15,279	58,179	55,670		
July	8,639	5,354		5,534	6,384	4,054	5,600	18,227	17,338		
August	8,963	5,120		5,187	6,424	3,506	5,241	17,656	16,785		
September	9,841	5,438		5,411	6,354	3,383	4,509	18,635	16,301		
July-Sept.	27,443	15,912		16,132	19,162	10,943	15,350	54,518	50,424		
Cumulative											
October	8,934	10,320	5,547	6,020	5,851	3,101	3,304	18,055	19,475	17,053	18,835
November	17,210	20,430		11,716	11,800	5,837	6,209	34,763	38,439		
December	26,087	31,333		17,541	17,484	8,539	9,068	52,167	57,885		
January	36,192	39,696		23,843	24,734	12,062	13,244	72,097	77,674		
February	46,338	47,828		30,089	32,599	15,567	17,838	91,994	98,265		
March	56,447	56,020		36,439	40,871	19,168	22,541	112,054	119,432		
April	66,213	62,567		42,512	48,601	22,876	27,616	131,601	138,784		
May	75,752	68,529		48,684	56,242	26,876	32,785	151,312	157,556		
June	84,966	74,055		54,368	63,227	30,899	37,820	170,233	175,102		
July	93,605	79,409		59,902	69,611	34,953	43,420	188,460	192,440		
August	102,568	84,529		65,089	76,035	38,459	48,661	206,116	209,225		
September 5/	112,409	89,967		70,500	82,389	41,842	53,170	224,751	225,526		

1/ Frozen concentrated juices and drinks converted to single-strength equivalent at 4 to 1. This represents an approximation as some products, particularly drinks, have higher concentrations; further, market shares of such products may vary with the season. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. 3/ Frozen concentrated, chilled and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes blended citrus juices. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. 5/ 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 15.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1962 to date <sup>1/</sup>

Month and year 2/	Frozen concentrated juices 3/			Frozen concentrated orange drink 3/	Chilled orange juice	Canned single-strength juices						Canned single-strength fruit drinks	Average 5/		
	Orange		Other 4/			Average	Orange		Grapefruit	Prune	Other 4/			Average	
	Cents	Cents	Cents			Cents	Cents	Cents	Cents	Cents	Cents			Cents	Cents
1962-63															
October	4.0	4.6	4.0	---	7.0	4.6	3.5	7.9	3.9	4.3	4.0	(4.3)			
November	4.0	4.6	4.0	---	6.8	4.7	3.5	8.0	3.9	4.3	4.1	(4.3)			
December	3.9	4.5	4.0	---	6.8	4.4	3.4	8.0	4.0	4.4	4.2	(4.3)			
January	5.3	4.6	5.2	---	7.5	4.8	3.9	8.0	3.9	4.4	4.0	(4.7)			
February	5.6	4.8	5.5	---	7.8	5.5	4.4	8.0	3.9	4.4	4.0	(4.9)			
March	5.8	4.8	5.6	---	8.0	5.7	4.6	8.1	3.9	4.5	4.0	(4.9)			
April	6.4	4.8	6.0	---	8.3	5.9	4.7	7.9	4.0	4.6	4.0	(5.0)			
May	6.9	4.8	6.4	---	8.4	6.1	4.8	7.7	3.9	4.5	4.0	(5.1)			
June	7.0	5.1	6.5	---	8.7	6.1	4.8	8.0	4.0	4.6	4.1	(5.1)			
July	7.0	5.1	6.6	---	8.9	6.2	4.8	7.9	4.1	4.7	4.1	(5.2)			
August	7.1	5.2	6.6	---	8.9	6.3	4.9	7.8	4.1	4.7	4.1	(5.2)			
September	7.0	5.2	6.6	---	8.9	6.4	5.0	7.8	4.1	4.7	4.2	(5.3)			
Season	5.4	4.8	5.3	---	7.9	5.4	4.3	7.9	4.0	4.5	4.1	(4.8)			
1963-64															
October	6.9	5.2	6.5	4.2	8.9	6.5	4.9	7.6	4.0	4.6	4.2	5.1			
November															
December															
January															
February															
March															
April															
May															
June															
July															
August															
September															
Season															

<sup>1/</sup> Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. <sup>2/</sup> Data are for 4-week (28-day) periods. <sup>3/</sup> Frozen concentrated juices and drinks converted to ready-to-drink at 4 to 1; some products, however, may be marketed at higher concentrations. <sup>4/</sup> Includes citrus blends. <sup>5/</sup> 1962-63 not comparable with 1963-64 as data for frozen concentrated orange drink not available.

Table 17.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1962 to date 1/

Month and year 2/	Frozen concentrated juices		Frozen concentrated fruit drinks		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges: fruit	Fresh grape- fruit	Total 4/
	Orange		Grape- fruit			Prune	Other 3/								
	dols.	dols.	dols.	dols.			dols.	dols.							
1962-63	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Oct.	22,790	2,621	---	---	4,228	2,497	1,911	3,751	12,290:	9,528	1,719	784	8,042	5,593	(75,754)
Nov.	22,621	2,496	---	---	4,093	2,276	1,767	3,741	12,724:	8,644	1,158	971	12,048	9,238	(81,777)
Dec.	24,165	2,581	---	---	4,359	2,232	1,897	3,675	12,097:	8,533	1,224	813	20,967	10,033	(92,576)
Jan.	23,020	3,987	---	---	4,591	2,670	2,018	3,995	14,954:	11,915	1,457	765	18,394	9,788	(97,554)
Feb.	24,024	4,386	---	---	4,905	2,669	2,120	4,098	16,439:	13,328	1,573	834	18,441	10,884	(103,701)
March	24,029	4,507	---	---	5,083	3,362	2,413	4,193	17,613:	13,661	1,505	830	15,441	10,820	(103,457)
April	20,596	4,755	---	---	4,507	2,606	2,240	4,277	16,072:	14,724	1,272	852	13,944	10,327	(96,172)
May	19,905	4,999	---	---	4,298	2,662	2,129	3,893	15,635:	15,042	1,592	793	12,643	7,920	(91,511)
June	18,201	4,222	---	---	4,192	2,479	2,271	3,772	14,956:	14,796	1,639	557	9,602	4,354	(81,041)
July	18,277	3,911	---	---	4,005	2,092	2,272	3,392	13,918:	16,377	1,512	465	7,462	1,281	(74,964)
Aug.	17,633	3,832	---	---	3,970	1,918	2,146	3,656	14,013:	15,484	1,375	443	6,236	774	(71,480)
Sept.	19,246	3,683	---	---	3,707	2,177	2,054	3,532	14,137:	13,595	1,566	393	6,699	1,144	(71,933)
Season	254,507	45,980	---	---	51,938	29,640	25,238	45,975	174,848:	155,627	17,592	8,500	149,919	82,156	(1,041,920)
1963-64															
Oct.	19,134	4,116	2,103	2,602	4,056	2,145	2,207	4,026	14,487:	13,914	1,482	605	7,895	7,519	86,391
Nov.															
Dec.															
Jan.															
Feb.															
March															
April															
May															
June															
July															
Aug.															
Sept.															
Season															

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce, and per dozen oranges and grapefruit.

2/ Months are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends. 4/ 1962-63 not comparable with 1963-64 as data not available for frozen concentrated fruit drinks.

Table 16.--Average expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1962 to date <sup>1/</sup>

Month and year <sup>2/</sup>	Frozen		Chilled	Canned single-strength juices		Canned	Chilled	Fresh	Fresh
	Dols.	Orange : juice : drink 3/		Orange : Dols.	Prune : Dols.				
1962-63									
October	1.32	---	1.30	.73	.99	.92	.83	.96	.60
November	1.32	---	1.21	.70	.99	.89	.90	.79	.68
December	1.35	---	1.26	.68	1.07	.88	.88	.92	.77
January	1.49	---	1.31	.74	1.02	.95	.86	1.05	.84
February	1.53	---	1.37	.73	.98	.98	1.00	1.14	.88
March	1.55	---	1.45	.89	.98	1.05	.96	1.10	.90
April	1.61	---	1.47	.83	.96	1.00	1.11	1.13	.96
May	1.66	---	1.41	.91	.95	.98	1.04	1.10	.95
June	1.72	---	1.41	.88	.96	.98	1.07	1.00	.91
July	1.71	---	1.40	.80	.97	.94	.94	.94	.74
August	1.70	---	1.46	.83	.97	.97	1.16	.96	.65
September	1.72	---	1.47	.86	.96	.99	1.17	.90	.52
1963-64									
October	1.68	.86	1.44	.86	.99	.99	1.07	.92	.70
November									
December									
January									
February									
March									
April									
May									
June									
July									
August									
September									

<sup>1/</sup> Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. <sup>2/</sup> Data are for 4-week (28-day) periods to facilitate comparisons. <sup>3/</sup> Data not available for 1962-63.

<sup>4/</sup> Includes citrus blends and other juices not separately detailed.

Table 18.--SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for citrus fruit, juices, drinks, and other products, October 1962 and 1963 1/

Product	Total consumer purchases			Proportion of families buying		Purchases per buying family						Average prices paid	
	Volume		Share of market 2/	Pct.		Number		Average size		Quantity per month		Average prices paid	
	Oct. 1962	Oct. 1963											
	1,000 gals.	1,000 gals.	Pct.	Oct. 1962	Oct. 1963	No.	Oct. 1962	Oct. 1962	Oct. 1963	Oct. 1962	Oct. 1963	Unit	Oct. 1962
<b>FROZEN CONCENTRATED JUICES:</b>													
Orange	6,179	3,238	-52	31.5	20.5	1.9	2.0	25.7	18.1	50.0	36.4	Ozs.	Cents
Other	675	932	+38	---	---	---	---	17.8	16.7	---	---	Ozs.	Cents
Total	7,394	4,170	-44	---	---	---	---	---	---	---	---	*	15.9 27.7
													18.2 20.7
													4.0 6.5
<b>FROZEN CONC. FRUIT DRINKS:</b>													
Orange	---	580	---	---	4.4	---	1.5	---	20.5	---	30.4	6	---
Other	---	924	---	---	---	---	---	---	19.0	---	---	6	---
Total	---	1,504	---	---	---	---	---	---	---	---	---	*	---
													17.0
													13.2
													3.7
<b>CHILLED ORANGE JUICE</b>	2,849	2,144	-25	6.0	5.1	2.7	2.4	41.0	40.1	111.7	97.5	32	37.1 47.3
												*	7.0 8.9
<b>CANNED SINGLE-STRENGTH JUICES:</b>	1,000 cases	1,000 cases											
Orange	749	455	-39	6.3	4.5	1.6	1.7	59.6	47.5	94.3	78.5	46	35.5 50.2
Grapefruit	765	620	-19	5.8	4.9	1.3	1.5	78.2	64.0	104.4	97.2	46	26.6 37.9
Pine	660	731	+11	6.9	7.3	1.8	1.8	42.2	43.6	75.6	77.6	32	42.1 40.8
Other	4,391	5,041	+15	---	34.3	---	2.0	---	56.1	---	114.1	46	29.8 30.6
Total	6,565	6,847	+ 4	40.7	41.5	2.3	2.3	55.4	54.4	127.3	128.2	*	4.3 4.6
													30.7 32.0
												*	4.0 4.2
<b>CANNED S/S FRUIT DRINKS</b>	3,304	4,630	+40	18.9	23.6	1.9	2.0	74.3	74.3	137.8	152.2	46	30.7 32.0
												*	4.0 4.2
<b>TOTALS (Ready-to-Drink): 4/</b>													
Juices & s/s fruit drinks	19,475	17,053	-12	---	---	---	---	---	---	---	---	*	4.2 5.2
Juices & all fruit drinks	---	18,835	---	---	---	---	---	---	---	---	---	*	---
													5.1
<b>CANNED GRAPEFRUIT SECTIONS</b>	285	183	-36	4.5	3.2	1.4	1.4	40.3	34.6	55.0	49.4	16	20.1 27.0
<b>CHILLED CITRUS SALADS</b>	1,000 gals.	1,000 gals.											
	311	194	-38	1.8	1.0	1.7	1.5	28.2	29.6	42.1	43.9	32	63.0 77.9
<b>FRESH CITRUS FRUIT:</b>	1,000 doz.	1,000 doz.										Doz.	
Oranges	12,888	12,673	-2	15.3	15.4	1.7	1.7	10.6	10.6	18.4	17.8	1	62.4 62.3
Grapefruit	5,796	6,410	+11	17.1	19.2	1.6	1.7	4.8	4.3	7.4	7.2	1	96.5 117.3

1/ Data are for 4-week (28-day) periods. 2/ Includes frozen concentrated fruit drinks beginning October 1963, hence not comparable with previous data. 3/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 4/ Frozen concentrated juices and drinks converted to ready-to-drink at 4 to 1. This represents an approximation as some products, particularly drinks, have higher concentrations; further, market shares of such products may vary with the season. \* Per 6-ounce serving.

## CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit

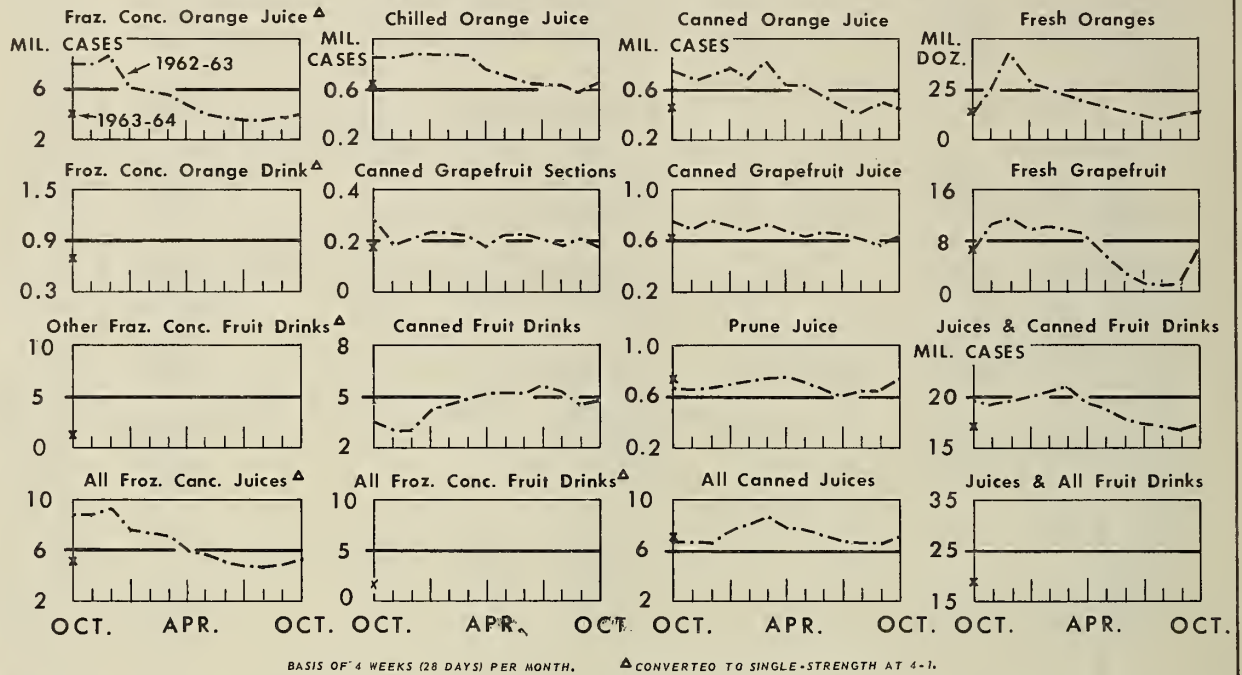


Figure 7

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2569 ECONOMIC RESEARCH SERVICE

## PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

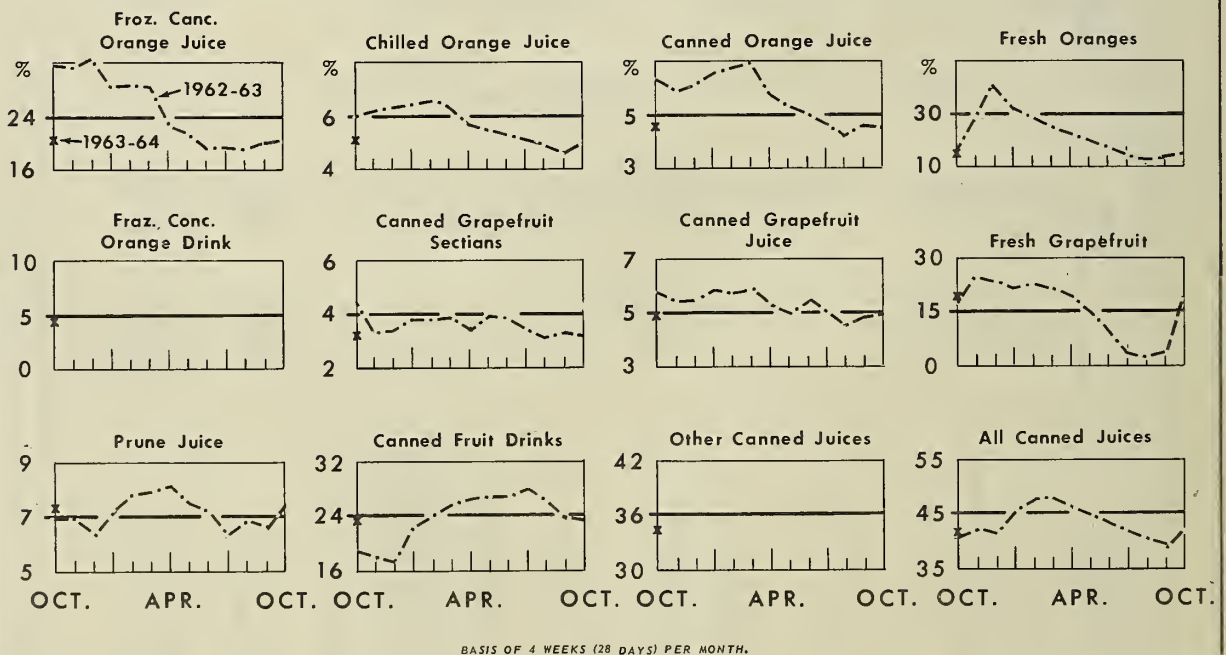


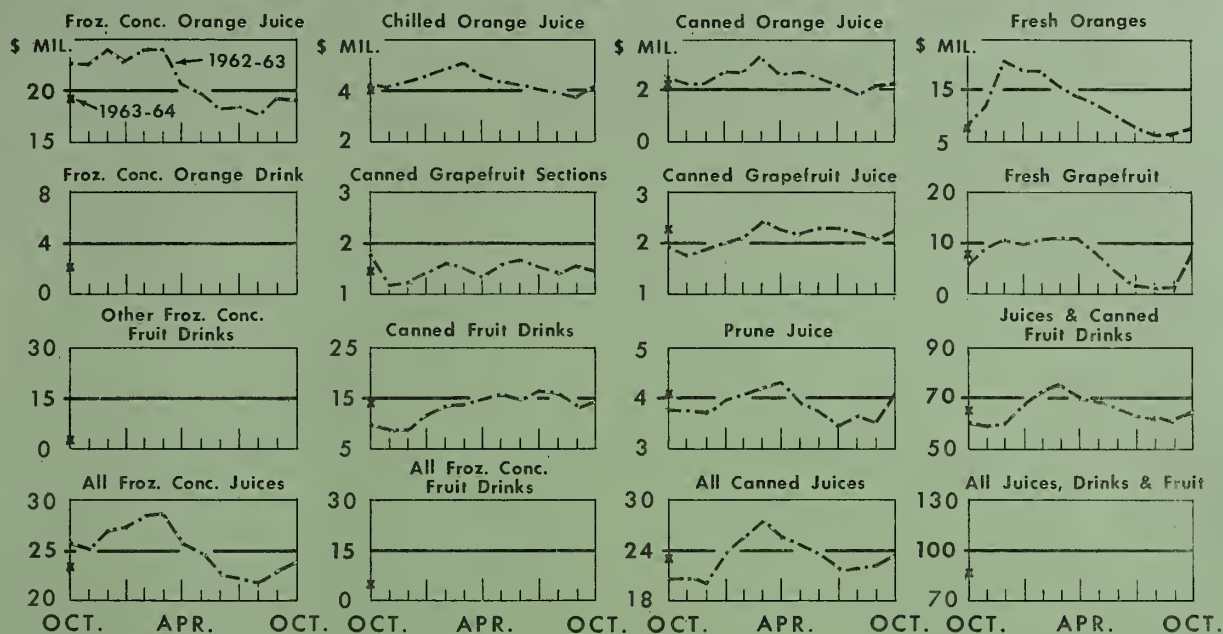
Figure 8

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

# CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9

UNITED STATES DEPARTMENT OF AGRICULTURE

Washington D. C. 20250

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Official Business

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